



VIETNAM MEDIA LANDSCAPE

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Country Overview

THE UNITED STATES IS NOW THE NATION'S MOST PROMINENT TRADE PARTNER

Overview of Vietnam



CAPITAL
Hanoi

REGION
Asia

GDP PER CAPITA, PPP
\$8,381

GDP
\$262 billion

POPULATION
96,462,108

AREA
331,210 SQ.KM

State-owned enterprises and agriculture, which once monopolized the economy, are losing prominence as the nation works to achieve sustainable development through more open trade and industry.

Vietnam is densely populated and growing quickly, with about a third of the population living in bustling cities.

Political and religious expression are tightly controlled, and dissenting views are met with harsh punishments.

Media Consumption Overview

TELEVISION AND INTERNET RANK IN THE TOP MEDIA TYPE IN VIETNAM

Average time spent using media per day (2020)

	 Internet	 TV	 Online newspaper	 Print newspaper	 Radio	 Online magazine	 Print magazine
Jul19-Jun20	245 min	106 min	41 min	2 min	3 min	5 min	1 min*
Apr19-Mar20	239 min	115 min	44 min	2 min	6 min	6 min	1 min*
Jan-Dec 2019	228 min	122 min	47 min	10 min	6 min	5 min	4 min**



TV is the most powerful and effective media



Radio has a loyal following



Print still holds popularity

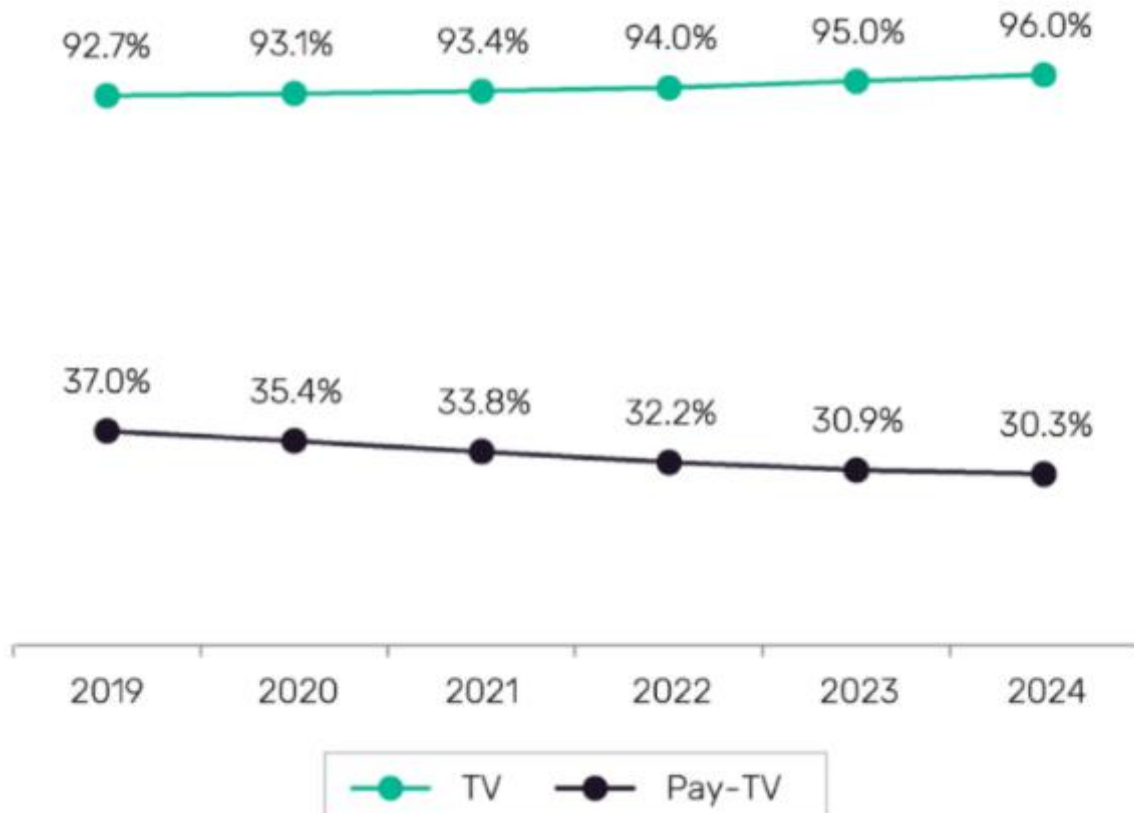


Digital is on a steady growth

TV Consumption

85% OF VIETNAMESE WATCH TV DAILY (2020)

TV and Pay-TV household penetration



- Almost 93% of the population owns a TV
- Vietnam Television (VTV) is the national broadcaster with nine major networks and dozens of provincial affiliate stations
- Cable is far and away the dominant pay TV platform in Vietnam

TV Consumption

TOP TV CHANNELS IN VIETNAM

VTV1



VTV1 is the first channel of VTV launched on the 7 September 1970. It is a 24/7 news, politics, current affairs and generalistic channel, the first of its kind in Vietnam.

VTV2



VTV2 is a Vietnamese television channel owned and operated by state-run VTV Network. Launched on 1 January 1990, VTV2 is dedicated to the broadcast of education and cultural programs.

VTV3



VTV3 is a Vietnamese television station operated and owned by government-owned Vietnam Television. Launched on 31 March 1996 as the country's first sports and entertainment integrated channel, it airs sporting events and entertainment-oriented programs.

ANTV



People's Police Television (ANTV) is a specialized television channel with information about the Vietnam People's Public Security and social order and security situation, directly under the Ministry of Public Security of Vietnam.

Radio Consumption

TOP RADIO STATIONS IN VIETNAM

VOV1



VOV1 is the Vietnamese national radio station by Voice of Vietnam broadcaster. Directly controlled by the government of Vietnam, it is tasked with "propagating the views, policies of the Party and the laws of the state." The station offers news, current affairs and music to its audience.

VOV3



VOV3 is a part of Voice of Vietnam and produces music and entertainment programs. It broadcast 24 hours a day and mainly plays pop music.

VOV2



VOV2 is a part of Voice of Vietnam and produces culture, sports, leisure, science and educational programs. It broadcast 20.5 hours a day.

Print Consumption

PRINT AND DIGITAL COMPLIMENT EACH OTHER

Top Newspaper in Vietnam (2018)

Newspaper	Circulation
Tuổi Trẻ	500,000
Thanh Niên	300,000
Sài Gòn Giải Phóng	80,000
Tiền Phong	70,000

- Newspaper has a significant reach in the country due to high literacy rate. Its mostly read by young urbanites
- As Vietnam is now a free-market economy with its doi moi measures, the government has relied on the print media to keep the public informed about its policies.
- Vietnam's newspapers have been hugely influential in guiding popular opinion, which, in turn, influences the government's public policy.

Print Consumption

TOP NEWSPAPERS IN VIETNAM



Tuổi Trẻ

Tuổi Trẻ is a daily newspaper in Vietnam, publishing in Vietnamese from Hồ Chí Minh City. Described as "pro-reformist" by the BBC, the newspaper has run into trouble with the communist authorities several times.



Thanh Niên

Thanh Niên is a Ho Chi Minh City-based daily newspaper in Vietnam. It mainly focuses on social affairs, especially those that involve the youth.



Sài Gòn Giải Phóng

Sài Gòn Giải Phóng also known as SGGP, is a Vietnamese Communist Party newspaper published from Ho Chi Minh City in Vietnam. It is published in Vietnamese, English and Chinese.



Tiền Phong

Daily News is a Thai-language daily newspaper published in Bangkok and distributed nationwide. It is the 2nd best-selling newspaper in Thailand.

Digital Consumption

THE NUMBER OF INTERNET USERS IN VIETNAM INCREASED BY 0.8% BETWEEN 2020 AND 2021



Digital Consumption

VIETNAMESE SPEND MOST OF THEIR TIME ON YOUTUBE

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB

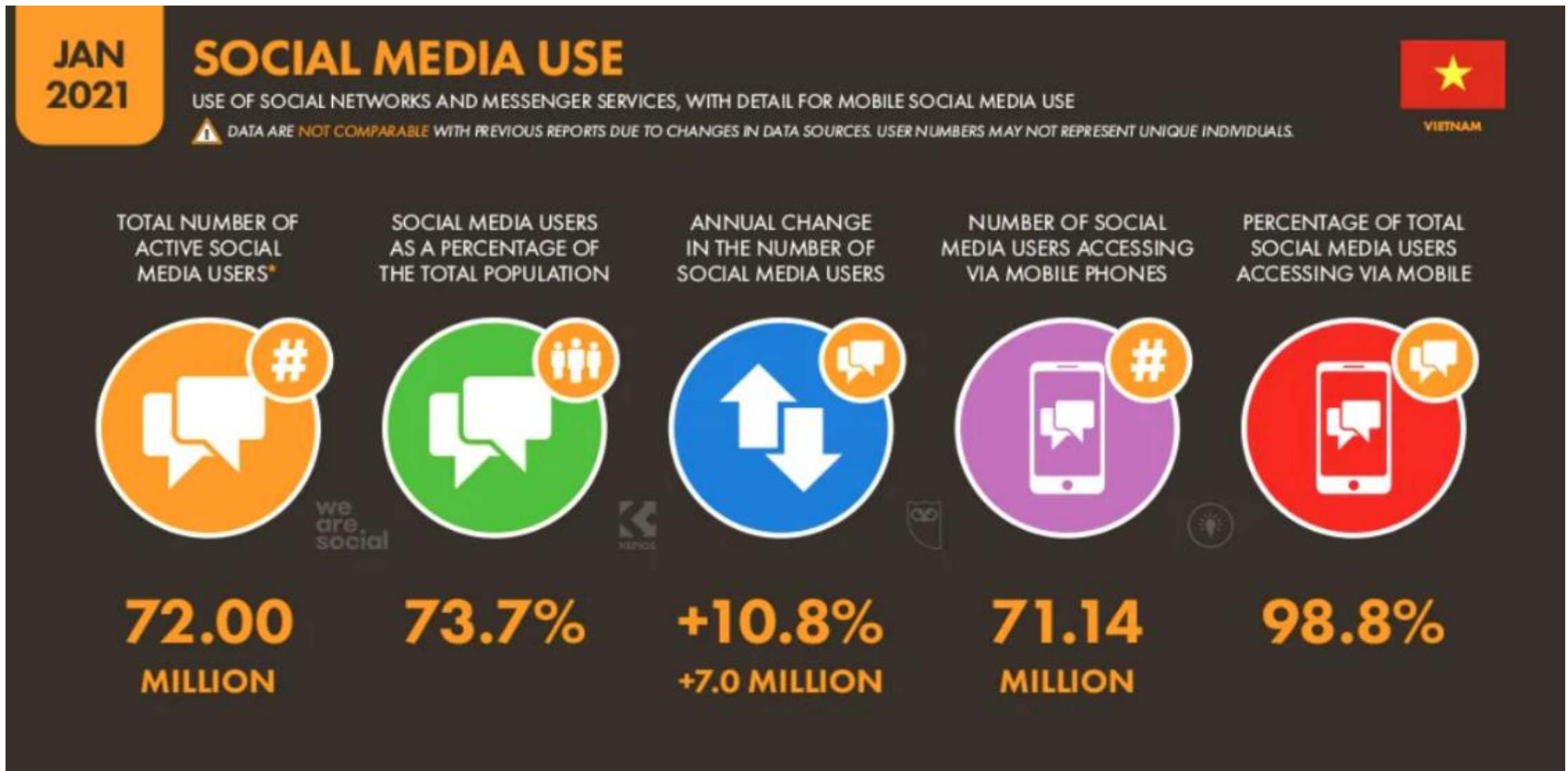


#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.15B	55.8M	10M 58S	8.9
02	YOUTUBE.COM	590M	31.5M	23M 32S	11.6
03	FACEBOOK.COM	555M	38.6M	16M 18S	12.9
04	XOSODAIPHAT.COM	124M	14.7M	0M 11S	1.4
05	VLXX.XYZ	117M	17.1M	0M 29S	3.5
06	VNEXPRESS.NET	99.4M	9.54M	6M 08S	3.9
07	ZALO.ME	87.0M	21.8M	2M 56S	2.1
08	GOOGLE.COM.VN	85.1M	10.4M	7M 51S	10.4
09	KENH14.VN	81.2M	11.7M	5M 43S	3.8
10	24H.COM.VN	77.7M	9.73M	13M 02S	5.5

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	ZINGNEWS.VN	71.6M	16.2M	6M 25S	3.8
12	SHOPEE.VN	68.2M	17.0M	8M 36S	9.8
13	XOSO.COM.VN	66.7M	9.41M	0M 14S	1.7
14	TUOITRE.VN	55.8M	13.0M	3M 42S	2.3
15	BAOMOI.COM	46.2M	8.87M	6M 20S	4.0
16	MINHNGOC.NET.VN	45.4M	6.43M	1M 38S	2.1
17	THANHNIEN.VN	44.8M	12.6M	3M 05S	2.7
18	DANTRI.COM.VN	43.8M	7.16M	15M 57S	6.1
19	WIKIPEDIA.ORG	399M	12.3M	3M 49S	2.7
20	VIETNAMNET.VN	38.1M	10.2M	3M 32S	2.9

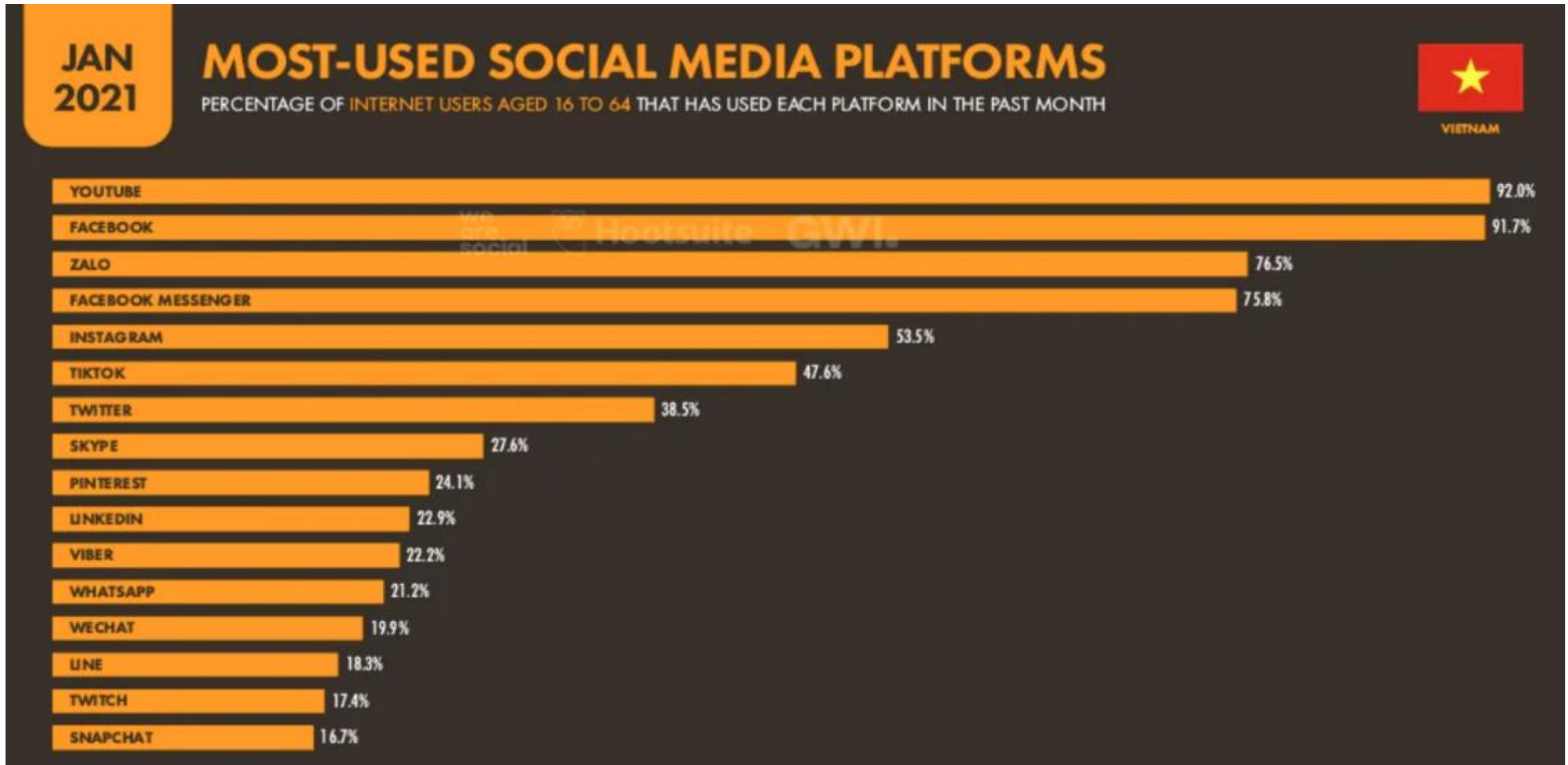
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN VIETNAM INCREASED BY 11% BETWEEN 2020 AND 2021



Digital Consumption

YOUTUBE IS THE MOST-USED SOCIAL MEDIA PLATFORM FOLLOWED BY FACEBOOK



Outdoor Sites

VIETNAM



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